

Generosity Inspires

@donorguru

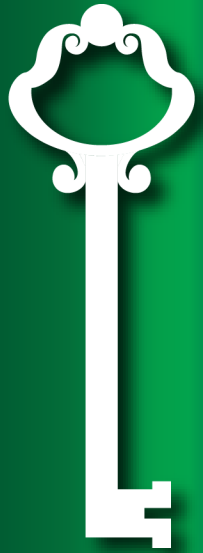


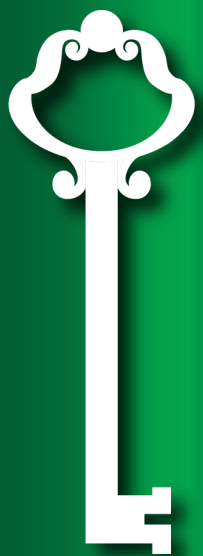
LYNNE WESTER

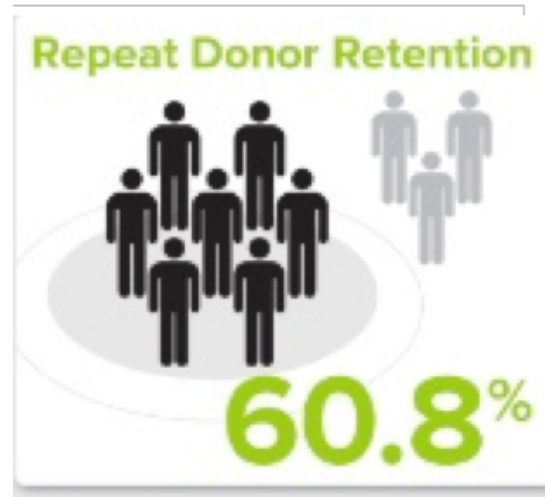
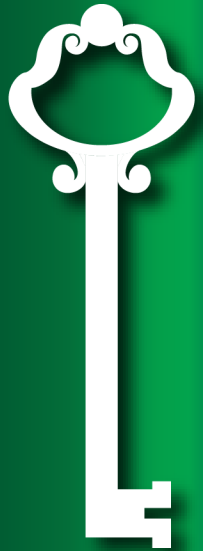


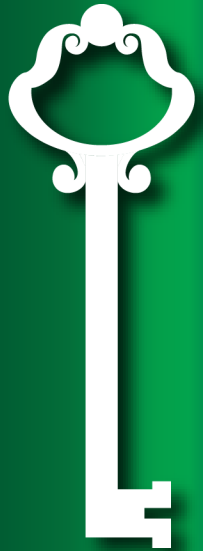
DONOR RELATIONS GURU





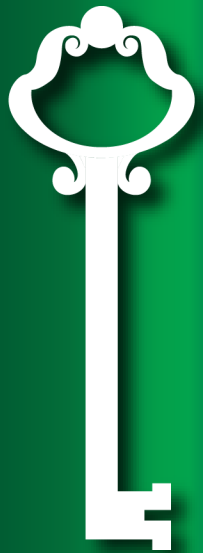


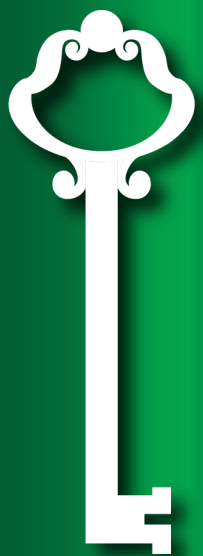




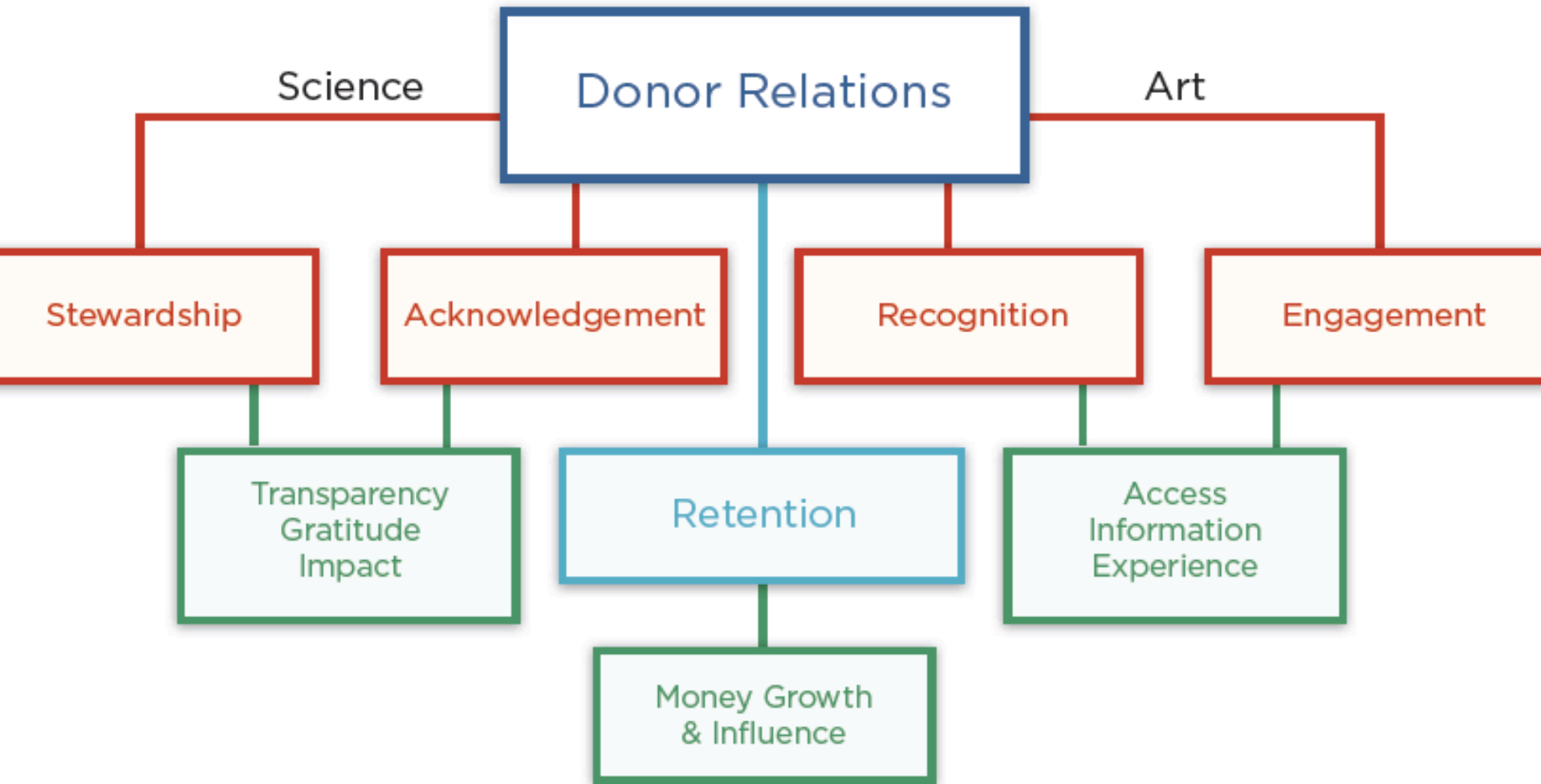
ROI of Retention

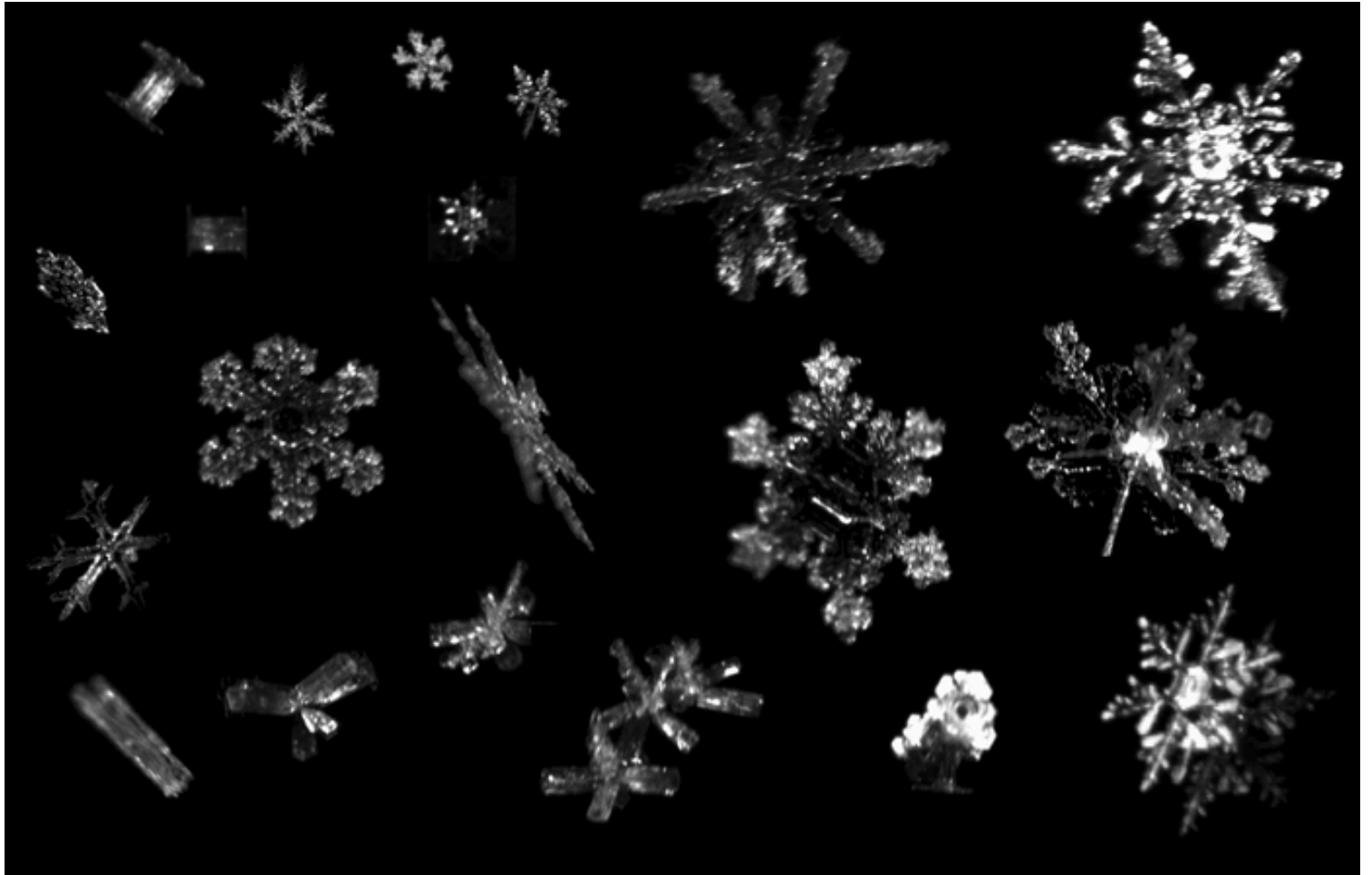
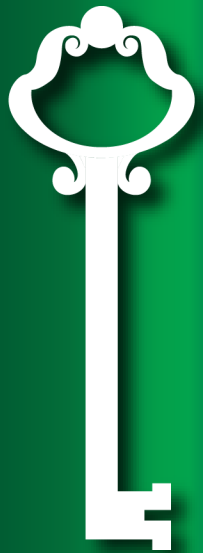








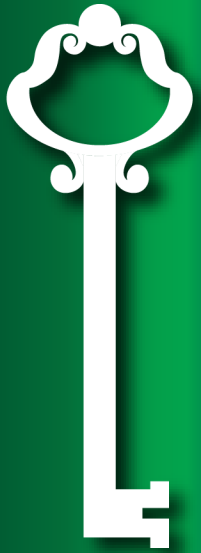




LYBUNT and SYBUNT doesn't CUT it!

Reports you need to have:

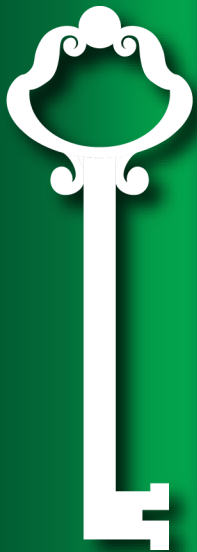
1. Giving Pyramid Report
2. Consecutive Donor Report
3. First-Time Donor Report
4. Donor Retention Report
5. Donor Giving Channel Report
6. Lapsed Donor Reacquire Report
7. Donor Increase Report



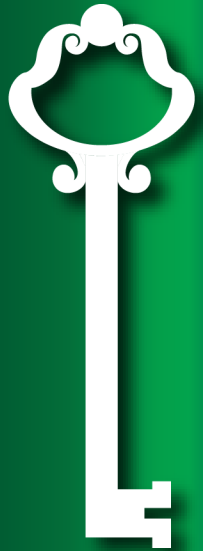
WHAT WE THINK DONORS WANT



- Gifts
- Plaques
- Certificates
- Donor Honor Roll
- Fancy Events



What Donors Really Want



Access
Information
Experience

A THANK IS A THANK

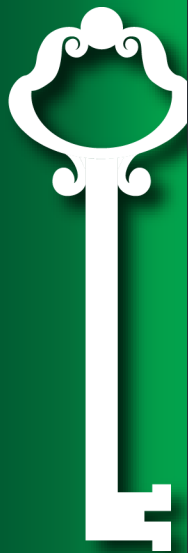
AND

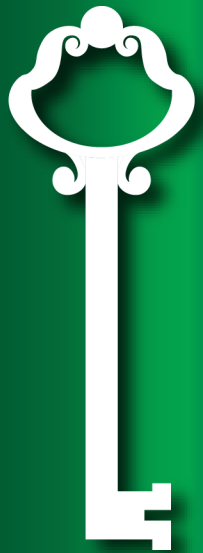
AN ASK IS AN ASK,

AND

NEVER
THE TWO

SHALL MEET.

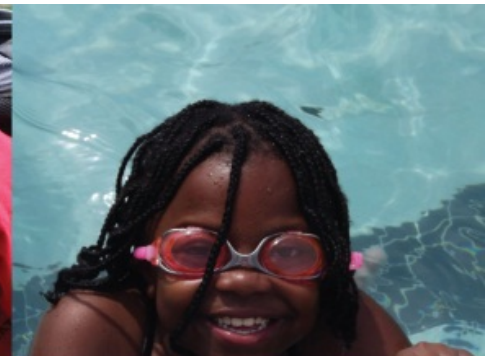




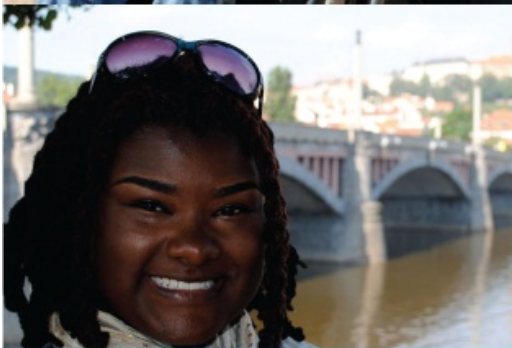
Her first chance to be a part of a team



His first safe place to go when school is out



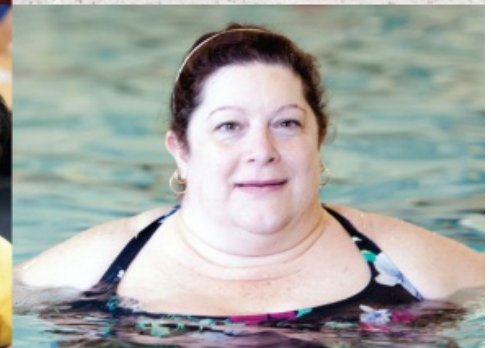
Her first time jumping in the pool without a lifejacket



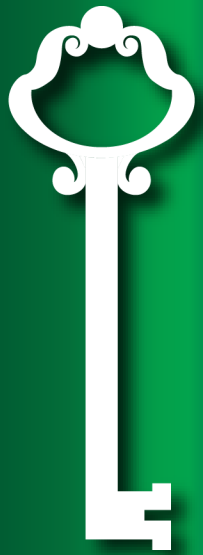
Her first college visit as she prepares to graduate high school



His first reading buddy and role model

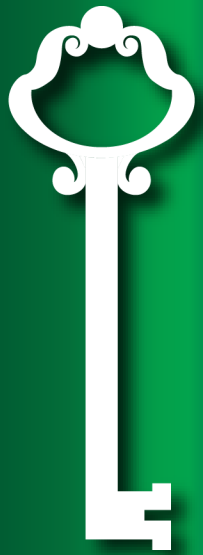


Her first step to a healthier lifestyle



First-time donors who
get a personal thank you
within 48 hours are 4x
more likely to give a
second gift.

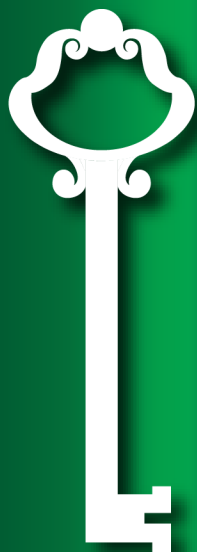
Tom Ahern



First Time Donor Journey

- <30 Days – Postcard or Email
- <3 Months- Phone call from Volunteer
- <6 Months- Hand Written Note
- <11 Months Impact Report
- THEN and Only Then...





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CELEBRATING YOUR GENEROSITY



**Next month marks one year since
your first charitable gift to the
YMCA of Greater Charlotte!**

Can you believe it's been almost a year since you joined our family of Y donors? Neither can we – time flies when your generosity is making a difference! Thank you so much.



Over the past year, because of donors like you, we've been inspiring young potential, improving quality of life for people facing significant health challenges and providing everyone with a place to belong at the Y.

Yet there is so much more to do. We have an extraordinary opportunity to serve even more people in need across our community but only your continued support will make it possible.



Please consider renewing your gift to the YMCA Annual Campaign by giving online today at ymcacharlotte.org/donate.

**Every gift matters, especially yours.
Together, we can achieve so much more.**

The Y. So Much More™
YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

YMCA OF GREATER CHARLOTTE
500 East Morehead Street, Suite 300
Charlotte, NC 28202





THANK YOU LYNNE!

YOU'VE JUST CHANGED LIVES.

This is Helen Apio. She used to walk a mile and a half to a neighboring village to get water. The walk was long, and the wait was even longer once she got there. Helen's village didn't have a well.

When she brought the water home, she'd say to herself, "How should I use this water today? Should I water my garden so we can grow food? Should I wash my kids' uniforms? Should I use it to cook? Should we drink this water?" With two children, one husband and 10 gallons, Helen never had enough water.

We saw the shame in her eyes when she described how her two kids were often sent home from school because their uniforms were dirty.

But a few years ago, people did exactly what you did today -- they donated. And because of those donations, Helen's village got a well. Now, Helen has all the water she needs.





UGANDA

will the beautiful women of the world please stand up.

This is when I met Helen Apio. Placing both hands on my shoulders and smiling, she said, "Now, I am beautiful." That really hit me. My job is to focus on sustainable development, health, hygiene and sanitation; to make sure charity: water's projects are working in 20 years. But nowhere on any of my surveys or evaluations was a place to write, "Today we made someone feel beautiful."

READ THE STORY >

"I am happy now," Helen beamed. "I have time to eat, my children can go to school. And I can even work in my garden, take a shower and then come back for more water if I want! I am bathing so well."

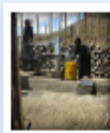
A few of the men chuckled to hear a woman talk about bathing. But all I noticed was Helen's glowing face, the fresh flowers in her hair, and the lovely green dress she wore for special occasions. Touching her forearm, I replied, "Well, you look great."

"Yes," she paused. Placing both hands on my shoulders and smiling, she said, "Now, I am beautiful."



AYDER AWLIAT ELEMENTARY SCHOOL

Completed: July 2011 [?]



Download full resolution photos



COUNTRY [?]
ETHIOPIA



PEOPLE SERVED [?]
185



PROJECT TYPE [?]
DRILLED WELL

- **Region:** Tigray [?]
- **GPS:** 12.717489, 39.526386 [?]
- **Project Cost:** \$7,326.00 [?]



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

5

Hi,
Thank you for your
generosity to our YMCA
for the last 5 years. It is
because of you and other
loyal donors that we can
ensure the our doors
are always open to "all"
Gratefully,
Abigail



Abigail, Age 5

Date

Mrs. Five Year Donor

Address

City, State Zip

Dear Five,

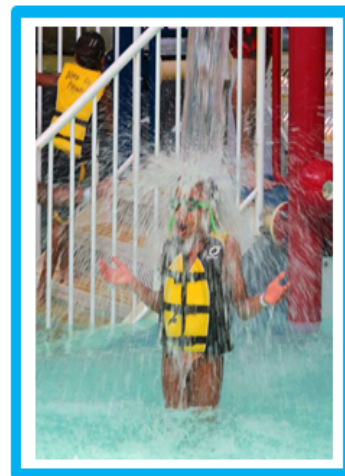
This little swimmer was born the year you started giving to the Harris YMCA. For five years you have been a part of a community that believes everyone should learn to swim and be safe around the water. Your generosity to the YMCA Annual Campaign allows us to provide opportunities for all regardless of their ability to pay. Not only have you helped ensure that one more child will learn how to be safe around water you have helped develop confidence and create life long memories.

Thank you for believing in our YMCA and making a difference for 5 years.

Happy Anniversary,

Dean M. Jones

Senior Vice President and CDO



A LIFELONG COMMITMENT

BERT & TILLIE HOOD

Bert and Tillie Hood watched from afar as their local university was transformed from a vast expanse of undeveloped land in East Orlando into a powerhouse. As UCF grew, so did their respect for its power to change the lives of people in their community.

After four decades of quietly admiring its progress, the Hoods reached out to UCF and, without fanfare, announced that they planned to name the university as the sole beneficiary of their estate. Although their generosity might have taken some by surprise, it was not a decision they came to impulsively. "We believe in education. We believe in UCF. Although we never had children, we always knew we wanted to support students at our local university," says Bert.

With their planned gift, the Hoods have established an endowed scholarship fund that will be available to students pursuing any area of study at UCF and will exist in perpetuity.

No longer watching from afar, Bert and Tillie are now profoundly connected to UCF and the generations of students whose lives will be transformed by their commitment to education.



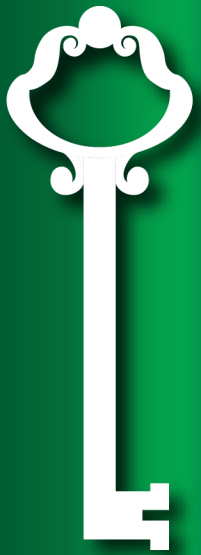
Dear Dan & Barbara—

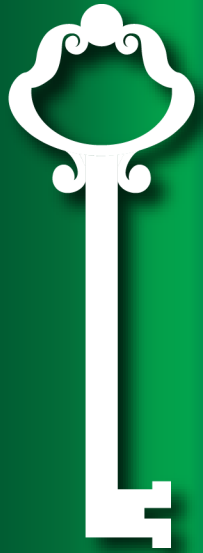
3/3/15

Just a quick note to thank you for
your generous and faithful support for
Whitworth. This year marks your 20th
consecutive year of support to Whitworth.

Thank you for all you do.

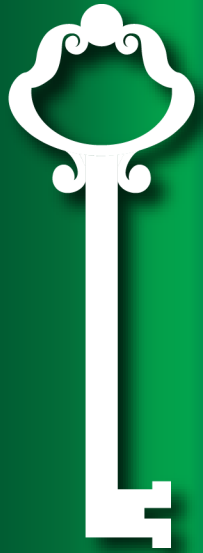
I hope I'll see you both in Bellingham
later this month. Blessings. *ELC*



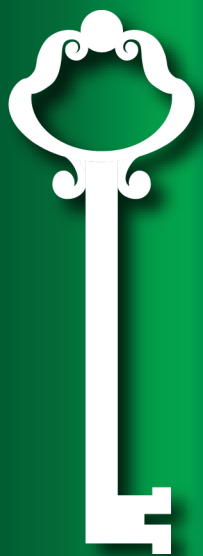


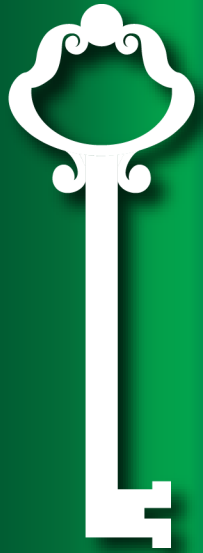
*Start every board
meeting by having your
Board of Directors write
thank you notes.*

LYNNE WESTER
@DONORGURU



Hi Tracey.





BE
THOUGHTFUL
ABOUT BEING
THANKFUL

Lynne Wester
@donorguru

Not like this....



1



2



3



4

Like this!



1



2



3



4



5

Thank YOU- Reach out to Me:

- Lynne M. Wester
- @donorguru
- www.donorrelationsguru.com
- lynne@donorrelationsguru.com

